Orders

Order / Rev:

103694

Alt Order #:

06830033

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Flight Dates:

10/30/12 - 11/05/12

Original Date / Rev:

06/28/12 / 07/17/12

Order Type:

GENERAL

Primary AE:

Sales Office:

Sales Region:

Billing Type:

Billing Cycle:

Billing Calendar:



Amy McCreary

BLPHI

National

Agency

Name:

Shorr Johnson Magnus

Buying Contact:

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Agency Commission: .

15%

Cash

Broadcast

EOM/EOC

Advertiser

Name:

Priority:

Berkley, Shelley for Senate

Demographic: **Product Codes:** A35+

PLC01

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

10/29/12

Start Date End Date # Spots Gross Amount

11/05/12 167 \$48,175.00

Net Amount \$40,948.75 **Totals**

Month # Spots Gross Amount Net Amount Rating November 2012 167 \$48,175.00 \$40,948.75 0.00 167 Totals \$48,175.00 \$40,948.75 0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share Share Total KSNV 20% \$48,175.00 100% \$240,875.00 Market

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$77,080.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$50,583.75
KTUD	0%	\$0.00
KVVU	25%	\$60,218.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,817.50

	Ln (Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1 K	(SNV	10/30/12	11/02/12	Wake Up Early w/	Wagn@M	430a-5a	~TWTF	:30	4	\$50.003	0.00 NM	4	\$200.00
					Wake Up Early W	agners								
	N	EWS												
		Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
_	Wee	ek: 10/2	9/12	11/04/12	-TWTF	4	\$50.00	0.00						

Print Date: 07/17/12 12:01:27

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KSNV

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BERKLEY FOR SENATE

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10/30/12 - 11/05/12

Estimate:

Ch Start Ln End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 10/30/12 11/02/12 KSNV Wake Up Early w/ Wagn@M 430a-5a -TWTF--·3ñ \$50,003 0.00 NM \$200.00 Wake Up Early Wagners **NEWS** Start Date Weekdays **End Date** Spots/Week Rate Rating Week: 10/29/12 11/04/12 -TWTF--0.00 \$50.00 KSNV 11/05/12 11/05/12 Wake Up Early w/ Wagn@M 430a-5a :30 1 \$50.003 0.00 NM \$50.00 Wake Up Early Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 M-----\$50.00 0.00 KSNV 11/05/12 11/05/12 M-F 5-6a WakeUp w/WaQM 5-6a M-----:30 2 \$200.003 0.00 NM 2 \$400.00 M-F 5-6a WakeUp w/Wagners **NEWS** End Date Start Date Weekdays Spots/Week Rate Rating 11/11/12 M----Week: 11/05/12 \$200.00 0.00 M-F 5-6a WakeUp w/Wa@M E 4 KSNV 10/30/12 11/02/12 5-6a -TWTF--:30 8 \$200.003 0.00 NM 8 \$1,600.00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating -TWTF--Week: 10/29/12 11/04/12 \$200.00 0.00 10/30/12 11/02/12 M-F 6-7a WakeUp w/WaQM E 5 KSNV 6-7a -TWTF--:30 \$300.003 0.00 NM R \$2,400.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -TWTF--\$300.00 0.00 M----E 6 KSNV 11/05/12 11/05/12 M-F 6-7a WakeUp w/WaQM 6-7a :30 2 \$300.003 0.00 NM 2 \$600.00 M-F 6-7a WakeUp w/Wagners **NEWS** End Date Start Date <u>Weekdays</u> Spots/Week Rate Rating Week: 11/05/12 11/11/12 M-----\$300.00 0.00 E 7 KSNV 11/05/12 11/05/12 Today Show CM 658a-9am :30 \$400.003 0.00 NM \$1,600.00 **Today Show TODAY** Start Date **End Date** Weekdays Spots/Week Rating <u>Rate</u> 0.00 Week: 11/05/12 11/11/12 M-----\$400.00 E 8 KSNV 10/30/12 11/02/12 **Today Show** CM 658a-9am :30 16 \$400.003 0.00 NM -TWTF--16 \$6,400.00 **Today Show** TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -TWTF--\$400.00 0.00 KSNV 10/30/12 11/04/12 Wake Up Early w/ Wagn@M 430a-5a -TWT--S :30 \$150.003 0.00 NM 4 \$600.00 Wake Up Early Wagners EARLY Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 10/29/12 11/04/12 -TWT--S \$150.00 0.00 E10 KSNV 11/05/12 11/05/12 Wake Up Early w/ Wagn@M 430a-5a :30 1 \$150.003 0.00 NM 1 \$150.00 Wake Up Early Wagners EARLY **End Date** Start Date Weekdays Spots/Week Rate Rating M----Week: 11/05/12 11/11/12 \$150,00 0.00 11/05/12 11/05/12 E 11 KSNV Noon News CM 12-1230pm M----:30 \$175.003 0.00 NM \$175.00 Noon News **NEWS End Date** Spots/Week Start Date Weekdays Rate Rating Week: 11/05/12 11/11/12 \$175.00 0.00 E12 KSNV 10/30/12 11/02/12 Noon News CM 12-1230pm -TWTF--:30 \$175.003 0.00 NM \$700.00 4 Noon News **NEWS** End Date Weekdays Spots/Week Rating Start Date Rate Week: 10/29/12 11/04/12 -TWTF--\$175,00 0.00 E13 KSNV 10/30/12 11/02/12 CM 9-10a :30 \$175.003 -TWTF--8 0.00 NM 8 \$1,400.00

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KSNV

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Advertiser:

Berkley, Shelley for Senate

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06830033

Product Desc:

Flight Dates: 10/30/12 - 11/05/12 Estimate:

BERKLEY FOR SENATE

308

TODAY Size Date Methods Spots Methods Spots Spot	Ln Ch	Start	End	Inventory Code		Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
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Rachael Ray													
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RACHEL RAY Start Date End Date Weekdays Spots/Week Rate Rating 0.00	E 18 KSNV	11/05/1	2 11/05/12	•	СМ	11am-12pm	M	:30	1	\$150.003	0.00 NM	1	\$150.00
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TODAY 3 Start Date End Date Weekdays Spots/Week Rate Rating	E 20 KSNV	10/30/1	2 11/02/12	M-F Today Show	III 4th 13M	10am-11am	-TWTF	;30	4	\$150.003	0.00 NM	4	\$600.00
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Print Date: 07/17/12 12:01:27 Page 4 of 6

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30S

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ïme Days	Len Sp	ots	Rate Pri	Rtg Type S	Snote	Amount
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	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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<u>১</u> Week: 1	tart Date 0/29/12	<u>End Date</u> 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$225.00	Rating 0.00						
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<u>ತ</u> Week: 1	<u>tart Date</u> 1/05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$225,00	Rating 0.00						
E31 KSN		12 11/03/12	Vegas Inc. Vegas Inc.	СМ	6:30-8pm	S-	:30	1	\$150.003	0.00 NM	1	\$150.00
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E 36 KSN		14 11 <i>1041</i> 2	Fri PR 9-10p Friday Prime 9-1	CM 0pm	9-10pm	F	:30	7	\$1,000.003	0.00 NM	1	\$1,000.00
	tart Date	End Date 11/04/12	Weekdays	Spots/Week		Rating 0.00						
E 37 KSN	V 11/02/	12 11/02/12		СМ	8-9pm	F	:30	1	\$750.003	0.00 NM	1	\$750.00

Print Date: 07/17/12 12:01:27 Page 5 of 6

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Estimate:

30S

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Fri PR 8-9p Friday Prime 8-9pm WHIT/COMM Start Date **End Date** Weekdays Spots/Week Rating Rate 11/04/12 ----F--Week: 10/29/12 \$750.00 0.00 E 38 KSNV 10/31/12 10/31/12 Wed PR 9-10p CM 9-10pm ------:30 1 \$1,700.003 0.00 NM \$1,700,00 Wednesday Prime 9-10pm SVU Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 --W----\$1,700.00 0.00 E39 KSNV 10/31/12 10/31/12 Wed PR 10-11p CM 10-11pm :30 0.00 NM ------1 \$1,400.003 \$1,400.00 Wednesday Prime 10-11pm CHICAGO FIRE Start Date End Date Spots/Week **Weekdays** <u>Rate</u> Rating 11/04/12 Week: 10/29/12 \$1,400.00 0.00 E 40 KSNV 11/01/12 11/01/12 Thurs PR 10-11p CM 10-11pm ---T---:30 1 \$1,400.003 0.00 NM \$1,400.00 Thursday Prime 10-11pm ROCK CENTER Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/29/12 ---T---11/04/12 \$1,400,00 0.00 E 41 KSNV 10/30/12 11/02/12 Late Night w/Fallon CM 1237a-136am -TWTF--:30 8 \$75,003 0.00 NM R \$600.00 Late Night w/Fallon **FALLON** Start Date End Date Weekdays Spots/Week Rating Rate --TWTE---Week: 10/29/12 11/04/12 \$75,00 0.00 E 42 KSNV 11/05/12 11/05/12 Late Night w/Fallon CM 1237a-136am 2 0.00 NM M----:30 \$75.003 2 \$150.00 Late Night w/Fallon **FALLON** Start Date End Date Weekdays Spots/Week Rating Rate Week: 11/05/12 11/11/12 \$75.00 0.00 E 43 KSNV 11/05/12 11/05/12 The Tonight Show CM 1135p-1237a \$185.003 M----:30 0.00 NM 2 \$370.00 Tonight Show TON SHOW **End Date** Start Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 M-----\$185.00 0.00 E 44 KSNV 10/30/12 11/02/12 The Tonight Show 1135p-1237a CM :30 \$185.003 -TWTF--0.00 NM \$1,480.00 Tonight Show TON SHOW Start Date **End Date Weekdays** Spots/Week Rate Rating 11/04/12 -TWTE--Week: 10/29/12 \$185.00 0.00 E 45 KSNV 10/30/12 11/02/12 M-F News 3 at Eleven CM 11pm-1135pm 0.00 NM -TWTF--\$425,003 4 \$1,700.00 M-F News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate -TWTF--Week: 10/29/12 11/04/12 \$425.00 0.00 E 46 KSNV 11/05/12 11/05/12 M-F News 3 at Eleven CM 11pm-1135pm :30 \$425.003 0.00 NM 1 \$425.00 M-F News 3 at Eleven **NEWS** Start Date End Date Spots/Week Rating Weekdays Rate Week: 11/05/12 11/11/12 \$425.00 0.00 Sa-Su News 3 at ElevenCM E 47 KSNV 11/03/12 11/04/12 11pm-1135pm \$400.003 ----SS :30 0.00 NM 2 \$800,00 Sa-Su News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 \$400.00 0.00 E 49 KSNV 11/03/12 11/03/12 Saturday Today CM 7a-9am ----S-\$225,003 0.00 NM 2 \$450.00 Saturday Today SAT TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 \$225.00 E 50 KSNV 11/03/12 11/03/12 CM 6a-7a \$150,003 0.00 NM ----S-:30 2 2 \$300.00

Print Date: 07/17/12 12:01:28

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Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order#:

06830033

Product Desc:

BERKLEY FOR SENATE

KSNV

Flight Dates:

10/30/12 - 11/05/12

Estimate:

30S

Ln Ch Start	End	Inventory Code	e Break	Start/End	Гime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
		News 3 Sunrise									
		News 3 Sunrise	SATURDAY								
NEWS									_		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/29/12	11/04/12	S-	2	\$150.00	0.00						
E 51 KSNV, 11/04/1	2 11/04/12	Sunday Today	CM	7a-8am	S	:30	1	\$350.003	0.00 NM	1	\$350.00
		Sunday Today						,		•	4-30.00
SUN TODAY		, ,									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	S	1	\$350.00	0.00						
E 52 KSNV 11/03/1	2 11/03/12	Saturday Night L	ive CM	1130pm-1:0	2amS-	:30	1	\$550.003	0.00 NM	1	\$550.00
		Saturday Night L	_ive				-	,	0.00		4500.00
SNL											•
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	S-	1	\$550.00	0.00						
				7.50,00							
									Totals	167	\$48,175.00